News Release

ATP WORLD TOUR.COM

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ATP AND EMIRATES ANNOUNCE NEW GLOBAL PARTNERSHIP

LONDON — The ATP and Emirates announced today a new global partnership in which Emirates will become the Official Airline of the ATP World Tour, as well as the new title sponsor of the ATP Rankings, as of 1 January 2013.

As part of the five-year agreement, Emirates becomes an Official Platinum Partner of the ATP World Tour, as well as the season-ending Barclays ATP World Tour Finals, through 2017. Benefiting from global promotional rights together with an on-site presence at tournaments throughout the season, the partnership will enable Emirates to engage with viewers across a number of different mainstream and digital platforms.

“We’re delighted to welcome Emirates as the Official Airline of the ATP World Tour. It’s fantastic news for men's professional tennis that a brand of Emirates' global stature has pledged their support to the ATP World Tour for the next five years,” said Brad Drewett, ATP Executive Chairman and President. “This long-term commitment from Emirates is a testament to the world-class entertainment that is enjoyed by millions of fans across the world on the ATP World Tour."

“This tie up with the ATP World Tour and Rankings is a perfect addition to our existing portfolio of global sports sponsorships. It will allow us to share in the sporting passions of our customers and bring them closer to the players,” said Sir Maurice Flanagan, Executive Vice Chairman of Emirates Airline and Group. “We see it as a natural extension of our current presence at high profile tennis events including sponsorship of several ATP World Tour Masters 1000 events, the Emirates Airline US Open Series and being an official partner of the US Open. Through our global network and carefully selected sports sponsorships Emirates successfully unites and engages fans and we look forward to working with the ATP to maximise on the consumer experiential and digital media opportunities this sponsorship presents to us.”

With a heavy focus on activation around the ATP Rankings, Emirates will also become the presenting sponsor of the ATP World Tour No. 1 trophy ceremonies and the ATP Newcomer of the Year award, presented annually at the Barclays ATP World Tour Finals.

In addition to global marketing activation, Emirates will be integrated into programming on ATPWorldTour.com and ATP World Tour Uncovered presented by Rio, the Tour’s weekly magazine-style television show broadcast in more than 150 countries worldwide.

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About Emirates
Emirates (www.emirates.com) is one of the fastest growing airlines in the world and has received more than 500 international awards for excellence. Emirates flies to 128 destinations in 74 countries across six continents. The airline operates 191 wide-body Airbus and Boeing aircraft and has orders for an additional 208 aircraft, worth more than USD$74 billion.

About the ATP
The ATP is the governing body of the men's professional tennis circuits - the ATP World Tour, the ATP Challenger Tour and the ATP Champions Tour. With 62 tournaments in 32 countries, the ATP World Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2013 ATP World Tour will battle for prestigious titles and Emirates ATP Rankings points at ATP World Tour Masters 1000, 500 and 250 events, as well as Grand Slams (non ATP events). At the end of the season only the world's top 8 ranked singles players and doubles teams, based on their performance throughout the year, will qualify to compete for the last title of the season at the Barclays ATP World Tour Finals. Held at The O2 in London, the event will officially crown the 2013 ATP World Tour No.1 presented by Emirates. For more information, please visit www.ATPWorldTour.com.